



Will

WILL SOLUTIONS

THE FOUNDATIONS OF THE SUSTAINABLE COMMUNITY

Headquarter:

Beloeil, QC, Canada
info@solutionswill.com
sales@solutionswill.com

Members:

150+

Microprojects:

850+

Tons of CO₂e
reduced:

6.4 Millions+

Communities:

2

Location:

Québec, CA
Ontario, CA

MISSION

Will Solutions' Sustainable Community mission essentially aims to stimulate the reduction of emissions among small GHG (greenhouse gases) emitters from all sectors (manufacturing, commercial and institutional - emissions of **less than 25,000 tons per year**), which emit nearly **70% of GHGs in Quebec** and for which the monetization of their reductions appears financially and technically out of reach.

Will Solutions offers small emitters a **financial return to reward their GHG reduction measures**. Through its expertise, Will Solutions qualifies, measures, stimulates, gathers and converts carbon reductions into carbon credits.

Sustainable Community

An innovative and realistic solution that aligns well with government objectives. It is based on a **self-made methodology, VM0018**, certified by an internationally recognized standard (VCS from Verra). In addition, this methodology accelerates voluntary, additional, measurable and collaborative reductions. We make climate challenges an opportunity for positive change.

A FEW KEY FIGURES

the Sustainable Community is responsible for over **6.4 million tons of CO2e reduction**, between 2010 and 2019.

More than 850 micro projects have monetized their GHG reductions thanks to Will

1000+ buildings measured their carbon footprint with us



OUR WHY

CORNERSTONES

THE CHALLENGE OF CLIMATE CHANGE IS BECOMING A STEPPING STONE FOR SUSTAINABLE DEVELOPMENT

An economy less dependent on fossil fuels, a behavioural adaptation of our society, an introduction and development of green technologies and mechanisms with other small emitters facing the same challenges, such as low available resources, time, money or knowledge.

This is where Will Solutions' Sustainable Community solution specifically meets the objectives: Better supervise and support vulnerable economic players, encourage green innovation and seize economic opportunities linked to climate change to benefit all stakeholders in society.

BUSINESS MODEL

- 1- **No fees** for members of the community upon joining, after the realization of the carbon footprint calculation
- 2- **Comprehensive member services** (membership; listing audit from baseline until monetization returns)
- 3- **Identify possible and achievable reduction opportunities**
- 4- **Stimulate** the performance and measurement of reduction efforts;
- 5- **Cluster** reductions and **verify** reductions by a third party;
- 6- **Sale** at the best price on the carbon markets: recurring distribution of **80% of the net sale** of carbon credits in money and services.
- 7- Finally, **Will returns 10% of its net profit after tax** to the community by reinvesting this sum only in projects with a vocation for sustainable development.

VISION

Democratize the access to carbon markets for small project promoters, through the sharing of expertise, the community approach and an accessible and virtuous business model.

PARTNERS

support from the Quebec government (since 2010) including, among others, the Ministry of Energy and Natural Resources (MERN), Investissement Québec (IQ), C3E, Emploi Québec, several scientific collaborators (Carbone Boréal), and finally, the support voluntary carbon markets (VMC).



SOCIAL INNOVATION

A pioneering and innovative company, Will Solutions itself conceptualized, developed and accredited a new methodology unique in the world by the international VCS standard. This VM0018 methodology is the cornerstone of all Sustainable Community projects around the world and promotes, through its fungible aspects, the availability of **certified** and **local** GHG reduction titles with high added value.

This solution notably follows the principles of the future, which are green, local, sharing, circular economy, pooling, eco-industry, energy transition, efficiency and ecological sobriety.

Finally, our Sustainable Community responds to several United Nations Sustainable Development Goals (SDGs) (including Goals 9, 10, 11, 12, 13 and 17)

COMMITMENT

operation and added value of the WILL model

- Become a member of the Sustainable Community without any expenses, following the carbon footprint measurement
- Performance of a referencing audit and creation of a personalized reduction scenario, per building, according to the regulatory context.
- Identification of additional GHG reduction opportunities
- Customer service
- Measurement of allowable GHG reductions on an annual basis, thanks to the building's field data
- Grouping of cohort reductions and third-party verification audit, recognized by the VCS program;
- Marketing of reductions that have been transformed into carbon titles;
- Annual delivery of a check to each site/building proportional to the measured and audited efforts to reduce GHG emissions



IN A NUTSHELL

EXPERTISE

1. Innovation

Will Solutions is the creator of the methodology (VM0018) approved by the international standard VCS. The Sustainable Community of Quebec is its first application. It has the advantage of involving small project promoters in the carbon markets, which are often disregarded by other carbon experts.

2. History

Will Solutions has been active in the industry since 2007.

3. Business Ecosystem

Through its unifying sharing economy, Will attracts many partners (industrial parks, sectoral associations, municipalities, micro-financing organizations, etc.)



SOURCES OF INVESTMENT

Thanks to our **historical presence** and the **recognition of the merits and realism** of our solution, many technological, methodological, scientific and financial partners are committed to Will Solutions.

RECOGNITION

Stakeholders and ecosystem of Will Solutions

Over the past few years, Will has earned the trust of various stakeholders in the global and Canadian carbon communities. Will also benefit from numerous supports, both provincially and internationally:

Quebec economic and professional associations

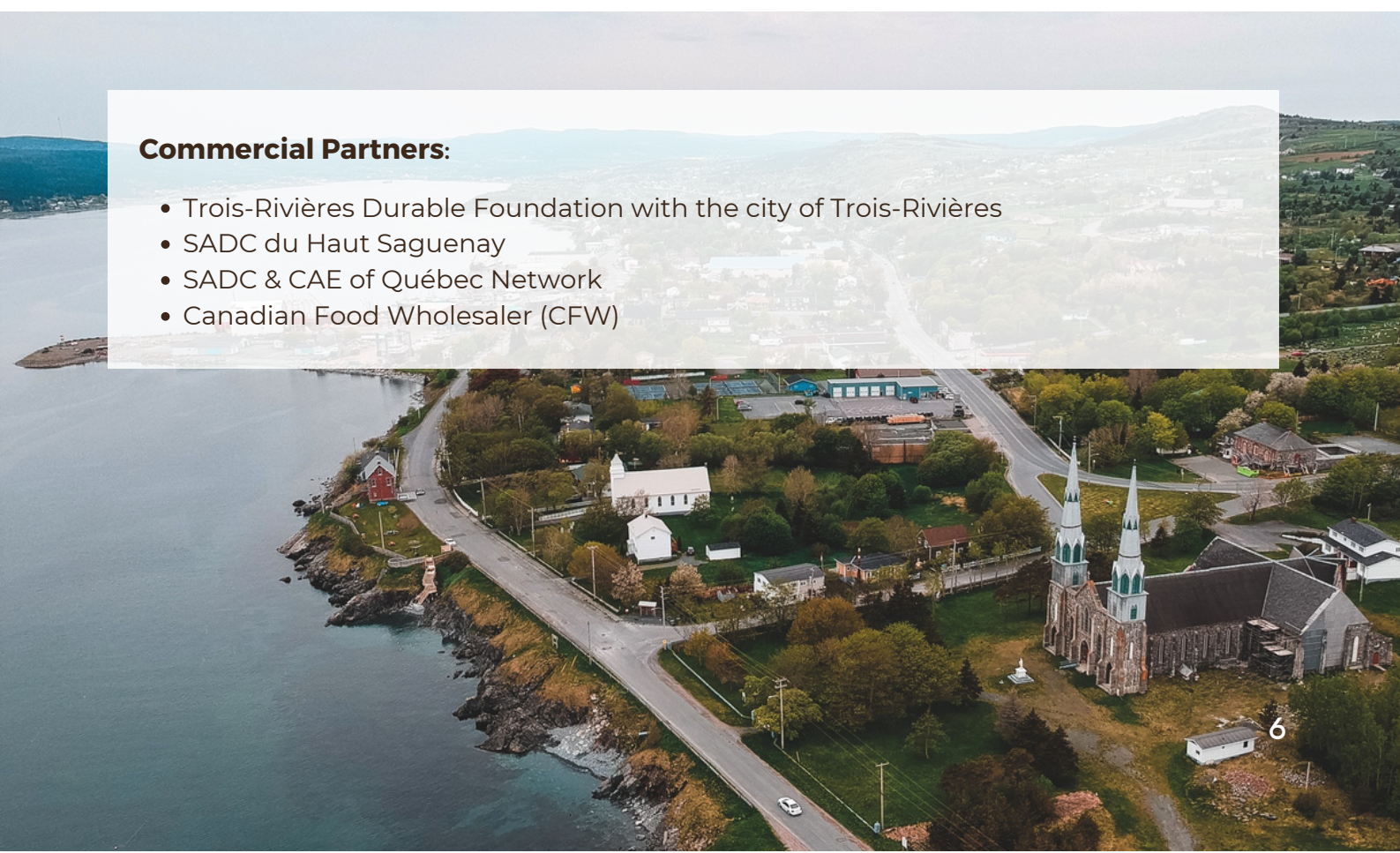
- Active member of the 'Comité Économie verte de la Fédération des chambres de commerce du Québec'
- Member of Ecotech Quebec
- CCIVR (Richelieu Valley Industries Chamber of Commerce)

Internationally

- [Verra](#): (owner of the VCS program): since February 2012, the largest global organization regulating voluntary carbon markets
- [B Corp](#): an international third-party label for positive impact companies
- ICF International
- [Solar Impulse \(Europe\)](#): label distinguishing green and efficient solutions
- [SME Climate Hub](#)

Commercial Partners:

- Trois-Rivières Durable Foundation with the city of Trois-Rivières
- SADC du Haut Saguenay
- SADC & CAE of Québec Network
- Canadian Food Wholesaler (CFW)





CHRONOLOGY AND MILESTONES

From our history comes our identity. We are proud of our journey and to share with you the major dates that were key moments for the Will Solutions Sustainable Community.

MILESTONES

2007:

Conceptual development with the paramunicipal organization Développement Économique Saint-Laurent (DESL)

2008-2009:

signed on four industrial parks: DESL, DEL, DEL (développement économique Saint-Laurent, Longueuil et Lasalle), Sherbrooke Innopole

2009:

Presented the Project to the Agence de l'Efficacité Énergétique du Québec (AEEQ)

2010:

Received CA\$3 million government support to develop the Sustainable Community

2010-2012:

Developed the unique and new methodology VM0018 under the [VCS program](#) of [VERRA](#). The VCS program is the most extensive voluntary market certification program in the world.

2012:

- Final validation and certification of the VM0018 methodology by VERRA
- Rebranded from Gedden to Solutions Will

2013:

The first project under VCS was validated. The first Sustainable Community was born in Quebec, Canada.

2014:

- Distributed the first carbon credit to 1st cohort
- Finalist of the 'Prix Novae de l'Entreprise citoyenne' 2014 in the innovation category.



MILESTONES

2016:

2nd cohort with the participation of the SADC du Haut-Saguenay.

2017:

Start of the 3rd cohort with a pilot project including 14 SADC and CAE of Québec

2018:

Began to offer online sales of carbon credits through PayPal and democratization of carbon compensation and voluntary carbon markets

2019:

- Will received B-Corp certification
- Start of the 4th cohort

2020:

- Will was Solar Impulse labelled
- Start of the 5th cohort

2021:

- renewal of the Sustainable Community of Quebec project 2020-2029 with a reduction target of 34 million tons of CO2 over the period.
- 5th distribution of carbon revenues to members of the Sustainable Community

2022:

- Start of the 6th Cohort
- 6th distribution of revenues
- Carbon Streaming invests in Will
- Launch of the Ontario Sustainable Community (OSC)

Certified



Corporation



34

MILLIONS

YOUR PROJECT

The business model offered by Will supports the entire process of accessing carbon markets. This allows you to:

- Have **annual visibility** on your total GHG emissions and reductions
- Practice **strategic and responsible management** of your carbon footprint
- Obtain **simplified access** to carbon markets, via a **turnkey solution**
- Transform your eco-sustainable ambition into **concrete, measured actions**
- **Quantify** your various greenhouse gas reduction efforts
- Convert your efforts into **income**, allowing you to **reinvest** in your next sustainable development projects.
- Gain opportunities with the **Sustainable Community**, develop your network and modify personal and entrepreneurial behaviours.
- Combine the **financial interests** of your organization with the **greater good**



**Your Sustainable
Community Project**

THANK YOU!



We are at your disposal if you would like more information.

I want to measure, reduce and/or monetize the carbon emissions of my professional buildings (commercial, institutional, industrial, agricultural...):

✉ alucas@solutionswill.com

☎ +1 514 990-2124 (extension 1)

I want to buy verified carbon credits and become carbon neutral:

✉ pgravel@solutionswill.com

☎ +1 514 990-2124 (extension 2)

Will

«Individually we are a drop of water.
Together we are an ocean.»
Ryunosuke Satoro



<https://solutionswill.com/en/contact-us/>

